

From Harrigan to Tucker;
found in Tucker's files

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ROGERS & COWAN, INC.
PUBLIC RELATIONS

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*To
C.A. Tucker

Let's
discuss*

INTERIM REPORT ON RESEARCH FOR THE
RJR SOCIAL RESPONSIBILITY PROGRAM

November, 1983

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INTRODUCTION

This is an interim report on our research so far to prepare for the RJR Social Responsibility Program. Our research is not complete, but this report will outline the progress we have made so far in examining and commenting on all the areas identified in Henry Rogers' October 10 memo to John Cox. We would appreciate the comments and input of RJR at this stage to guide us in refining and completing our research over the next two months.

To maintain the utmost confidentiality throughout, we identified ourselves in all contacts as either (a) freelance writers preparing materials on the smoking issue, or (b) students writing dissertations on the subject. In some contacts with potential academic or professional supporters, we indicated the Rogers & Cowan affiliation, but said that we were seeking third-party assistance on social issues for a range of clients. At no time did we mention that we were researching on behalf of RJR.

This is how we approached the research:

- Made phone contact with all major national educational, health and youth-oriented organizations to learn the scope and nature of their information programs on smoking aimed at college/schools.
- Visited colleges in Los Angeles, New York and Washington, D.C., to see first-hand what smoking programs were in place and literature available (we contacted schools in the Washington area).
- Made a computer search of several data banks to get an overview of all the relevant scientific and other literature.
- Used the computer searches, supplemented by library research, to identify potential spokespeople in various targeted disciplines.
- Reviewed recent media coverage of the subject and developed media concepts designed to explain the other side of the story.
- Identified freelance writers likely to be useful to us.
- Compiled a Hispanic media list as directed.

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OBSERVATIONS

Following are some observations on the research we have done so far:

- It would be advantageous to us in continuing preparations if we could indicate our relationship with RJR to the two public relations organizations that have been working respectively on the San Francisco workplace smoking referendum and the upcoming Los Angeles City Council vote on smoking in public places. This would help us in picking their brains for other potential spokespeople and media supporters, and to link us with like-minded groups in other cities.
- Many of the potential spokespeople listed here have been included because they took a position that stopped short of an outright condemnation of smoking and suggested in some way that they might still have an open mind on the subject. Under closer scrutiny, it is highly probable that only some of them will be able to help us directly in the program. We are confident, however, that we have a core of potential, credible third-party support.

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INFORMATION ON SMOKING FOR YOUTH

The following national organizations were contacted directly by Rogers & Cowan to ascertain the nature and scope of information/propaganda on smoking being disseminated to students at college, high school and grammar school level (those organizations taking a position on smoking, distributing literature or conducting classes/seminars are asterisked):

NATIONAL INTERAGENCY COUNCIL ON SMOKING AND HEALTH

Note: The council's quarterly newsletter is distributed mainly to politicians, government officials, and health organizations rather than educators. An upcoming volume will focus on the question of: How to set up anti-smoking programs, but the council itself does not conduct programs or disseminate information to schools/colleges.

Council Members:

| | |
|--|--|
| American Academy of Pediatrics | The Society of Surgical Oncology, Inc. |
| American Alliance for Health, Physical Education, Recreation and Dance | U.S. Department of Defense |
| American Association for Respiratory Therapy | U.S. Department of Education |
| American Cancer Society | U.S. Department of Health and Human Services: Office on Smoking and Health, Public Health Service* |
| American College of Chest Physicians | U.S. Veterans Administration |
| American College Health Association | Boy Scouts of America* |
| American College of Radiology* | American Association of School Administrators |
| American College of Surgeons | National Parents and Teachers Association |
| American Dental Association | National School Boards Association* |
| American Heart Association | National Association of State Boards of Education |
| American Hospital Association | National Student Association |
| American Lung Association | American Hospital Association |
| American Medical Association | Future Farmers of American National Center* |
| American Pharmaceutical Association | National Education Association* |
| American Public Health Association | National Association for Sports and Physical Education |
| American School Health Association* | National Association for the Education of Young Children |
| Association of State and Territorial Health Officers | National Association of Elementary School Principals |
| Boys Clubs of America* | National Association of Independent Colleges and Universities |
| March of Dimes Birth Defects Foundation* | National Association of Professional Educators |
| National Board of Young Men's Christian Association* | National Association of Secondary School Principals* |
| National Board of Young Women's Christian Association* | United States Student Association |
| National Congress of Parents and Teachers | American Association of School Administrators* |
| National Jogging Association | Washington Montessori Institute |
| National League for Nursing* | 4-H National Council* |
| National Medical Association | |
| National Student Nurses' Association | |
| United Negro College Fund | |
| Girl Scouts of the U.S.A. (at discretion of local councils) | |
| Seventh Day Adventists* | |

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Most organizations have no concerted information programs of their own. Many of those asterisked such as the National Education Association simply serve as conduits for the most active anti-smoking organizations or give token support to the anti-smoking movement. For example, the information program of the Boy Scouts of America comprises a note in the Scout's handbook about the health dangers of alcohol, drugs and tobacco. The Boys' Clubs of America has a similar note in its healthy-living guidebook for members entitled "The Body Works." The American Association of School Administrators informs callers that it has no official policy on smoking while it does endorse and provide free advertising for "Smoking Programs for Youth," a publication of the federal government's National Cancer Institute which gives step-by-step guidelines to educators on setting up anti-smoking programs, including youth-to-youth projects. The National School Boards Association shares information among members about handling the smoking-in-the-school-yard issue, but avoids taking a firm stand.

None of the youth-related groups or organizations reported very active anti-smoking campaigns. If anything, they seemed to focus more on alcohol and drug abuse. Some organizations endorsed, promoted and helped distribute government smoking material, but none expressed a passion about their efforts.

The most active organizations, (a partial outline of their activities):

The American Cancer Society: Probably the organization whose leaflets, posters and project materials show up most in educational institutions. The Society distributes teaching kits to schools:

Kindergarten to Grade 3: "An Early Start to Good Health"

My Body (Kindergarten)
My Self (Grade One)
My Health (Grade Two)
My Choice (Grade Three)

Grade 4-6: Health Network "Habits, Attitudes and Decisions that form the network of good health"

--filmstrips
--dice game
--booklets
--posters
--cassettes

Junior High School: Nature of Cancer

Senior High School: Nature of Cancer

"An Early Start to Good Health" and Health Network take an overall look at the ingredients of good health, with advice against smoking included in a whole spectrum of tips on, for example, the need to brush teeth daily, eat breakfast regularly, avoid junk food, etc.

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The Nature of Cancer kits are aimed at science classes and focus on the biology of cancer of all kinds, not just lung cancer.

The ACS distributes other project materials on request, including "Quit Kit", aimed at helping youngsters avoid or give up smoking. They also offer films, audio-visual shows, comic books, etc.

American Heart Association: Distributes a Heartland Program for schools which uses filmstrips, cassettes, activity sheets, quizzes, charts and stethoscopes to teach the importance of developing and maintaining a healthy heart. Advice against smoking is included along with tips on eating a balance diet and exercise. Smoking is not only indicated as injurious to the heart and circulatory system, but as socially offensive and an irritant to non-smokers. Children are encouraged to challenge smokers by such quiz questions as: "An adult is in a car smoking a cigarette. It's too smokey for you. What will you do?"

American Lung Association: Distributes leaflets, information kits, etc. The Association appears to be increasing emphasis on the "smoking the workplace" issue, although materials on this subject are not being systematically distributed to schools or colleges.

Seventh Day Adventists: Take a very definite anti-smoking position. They produce nearly all their own anti-smoking material and distribute it upon request to schools, hospitals or any one interested in establishing an anti-smoking campaign or program of their own.

National Association of Secondary School Principals: Has an official anti-smoking position and, through the National Association of Student Councils, acts as a clearinghouse for members who are seeking anti-smoking programs. The Association doesn't develop any material of its own, rather it puts its members in touch with schools which are already conducting successful anti-smoking campaigns.

4-H National Council: Although the council has no official position on smoking, one of the objectives of the 1984 National 4-H Program is to include a component on substance abuse, which, along with targeting the evils of alcohol and drugs, would also discourage young people from smoking cigarettes.

Group Against Smokers' Pollution: This group, which has chapters in several major cities and concentrates heavily on the sidestream smoking issue, distributes:

- a slideshow aimed at fourth grade and older
- "Smokers' Wild", a dice-and-board game which highlights disadvantages of smoking.

Clara Gouin, who founded GASP, says that a great number of children write to chapters of the group because they are worried about their parents' smoking. GASP also distributes American Lung Association leaflets.

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California Non-Smokers' Rights Foundation based in Berkeley, CA.,
(distributing leaflets attacking sidestream smoke in some colleges).

Other resource organizations for schools/colleges interested in anti-smoking programs:

American Cancer Society, New York, N.Y.
American Heart Association, Dallas, Texas
American Lung Association, New York, N.Y.
Office of Cancer Communications, National Cancer Institute,
Bethesda, Maryland
Office on Smoking and Health, Rockville, Maryland
National Interagency Council on Smoking and Health, New York, N.Y.
Association for the Advancement of Health Education, Washington, D.C.
Bureau of Health Education, Center for Disease Control, Atlanta, GA
United Cancer Council, Indianapolis, IND
Office of Health Information and Health Promotion, HHS, Washington, D.C.
Special Assistant for the Comprehensive School Health Initiative,
Office of the Deputy Commissioner for Elementary and Secondary
Education, U.S. Office of Education, Washington, D.C.
National Center for Health Education, San Bruno, CA

No organization we contacted took a position condoning smoking.
The only organization that took a neutral position was Future Farmers
of America. Tobacco companies sponsor some of the organization's
youth programs, and it attempts to take a balanced view on smoking.
Its only firm policy on the subject is that no cigarette ad may be
run in any of its publications.

Survey of Colleges/Schools: Los Angeles, New York and Washington, D.C.

As a backup to our survey of national educational and youth-oriented
organizations, we contacted colleges in Los Angeles, New York and
Washington, D.C. and made a more detailed check on schools in Washington.

The following colleges were covered:

Los Angeles: University of Southern California, Cal State Northridge,
Los Angeles Valley College, University of California - Los
Angeles
Washington: American University, Washington University, George
Washington University, Washington University, George-
town, and the University of Maryland.
New York: Baruch, Columbia, Cooper Union, FIT, Fordham, Long
Island University, Marymount College, New York University,
St. Johns University, Pace, New School of Social Research,
Brooklyn College, Hunter College, Pratt Institute and
Queen's College.

Colleges appear to play a minimal--if any--role in monitoring or
moderating the smoking habits of their students. If anything,
health awareness activities related to smoking may even have fallen
off in the last few years. For instance, George Washington University's

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health center used to sponsor support groups for students who wanted to stop smoking. In 1982, the support groups were discontinued because of lack of participation.

Of the 24 universities surveyed, almost half said they did nothing to inform students about smoking, pro or con. Some student organizations reported assisting the American Cancer Society place posters around campus in support of Smoke Out Day, November 17. Another reported that Smoke Enders had come to its campus to encourage students to quit smoking, but that it was a one-time event.

UCLA is holding two classes this quarter under a "Stop Smoking Program" and Cal State - Northridge will hold a stop-smoking clinic with instructors trained by the Cancer Society. USC is to launch a Biology of Cancer class in 1984 which will examine health dangers of smoking. LA Valley College states no classes or programs.

Of the 15 New York area colleges contacted, only six report some kind of anti-smoking activity and almost all of that consisted of distributing Cancer Society, Lung Association and Heart Association literature, and/or participating in the Smoke Out. St. Johns University will have a weekly anti-smoking seminar next spring in association with the Queen's Borough Lung Association.

The most active organizations on campus appeared to be the student health centers. But even here, none of the centers had hard-driving smoking campaigns, per se, and the range of activities carried out by the individual centers varied greatly. Washington's Georgetown University student health center, for instance, reported that it conducts no anti-smoking campaign nor does it have free literature available on smoking to its students. The University of Maryland, on the other hand, through its "Health Alive" series, sponsors at least one "Stop Smoking" workshop a year (maximum student participation per session, approximately 30).

WASHINGTON SCHOOLS

In the Washington, D.C. public school system, information on smoking is an individual responsibility of each of the 200 schools. The Department of Health, Physical Education, Athletics and Safety provides technical assistance upon request, but it does not orchestrate any overall anti-smoking campaigns. What activities take place in the individual schools usually occur in a classroom rather than an auditorium setting. Smoking information is mostly disseminated in health courses in conjunction with community and health organizations. The group most targeted is the 7 through 12th graders, although in one elementary school, at least, even the youngest students are receiving information on smoking.

To get an idea of the nature of the information/propaganda disseminated to students in grades 7-12, the material gathered from the

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National Clearinghouse for Drug Abuse Information may be the best guide. For example, the "Teenage Cigarette Smoking Self Test and Discussion Leader's Guide" has probably been distributed to hundreds of thousands of teachers since the early 1970's when it first came out, according to a clearinghouse spokeswoman. "Smoking Programs for Youth" has been endorsed and advertised by several youth and health organizations and contains detailed information on a number of anti-smoking programs offered to schools by various health organizations. "Smoking, Tobacco & Health, a Fact Book," also a federal government publication, has already been distributed to 50,000 school libraries as reference material for students and teachers.

Conclusion

Because our informal survey has indicated what appears to be a half-hearted anti-smoking effort in the schools and colleges, RJR should not feel relaxed about the strength of propaganda-eroding its market of the future.

Our survey was restricted by such factors as the short time spent, our need to maintain confidentiality and our limited geographical scope.

Most importantly, we have concentrated mainly on the more traditional channels of information dissemination. We have not examined sufficiently the powerful impact of television in reaching young people.

The American Cancer Society, for example, runs ads on MTV, the cable music channel which strongly appeals to 18-24 year olds. Urging young women: "Don't be a Draggin' Lady," the ad forcefully portrays smokers as out of style, almost social outcasts. The health issue seems subsidiary.

Also, the attached article from Education Week (March, 1982) describes a highly successful anti-smoking program undertaken by USC, the American Lung Association and the Los Angeles ABC-TV affiliate. It could well be that the crucial element of success was that the program did not rely on just the University or the Lung Association, but that it had a TV connection.

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File: JFCG

TV, Parents, Students Linked in Novel Anti-Smoking Effort

By Constance Kurz

Calling it "the most serious indictment of cigarette smoking the Public Health Service has yet made," C. Everett Koop last week released the latest Surgeon General's Report on the health consequences of smoking.

But amid the gloomy news that 30 percent of all cancer deaths in this country can be linked to smoking, the Surgeon General reported one "encouraging trend": An annual survey conducted by the Institute for Social Research at the University of Michigan for the National Institute on Drug Abuse has found that the number of high-school seniors with a daily cigarette habit has dropped from 29 percent in 1977 to 20 percent in 1981.

Two-Week Program

And as Dr. Koop was discussing the report in Washington, more than 50,000 young teenagers from five Southern California counties started on a two-week program aimed at lowering the teenage smoking rate still further by discouraging younger students from taking up the smoking habit.

Though fifth- through 10th-grade classes from 160 public and private schools are participating in the California program, the majority of students were seventh graders.

According to officials of the new program, children most often begin smoking cigarettes regularly when they are in the seventh grade. Since the steepest rate of increase takes place over the next three years, between the seventh and 10th grades, "it is easier," they say, "to stop students from smoking at this age before it becomes a habit."

A joint effort developed by the University of Southern California (U.S.C.), the American Lung Association of Los Angeles County, and KABC-TV Channel 7 (the local ABC affiliate), the Smoking Prevention/Cessation Program combines classroom instruction with two elements novel to such instruction—parental involvement and television.

"We believe this will be a unique approach, quite different from other such smoking-prevention programs because it involves a wide-scale effort enlisting the combined cooperation of the schools, commercial television, and parents," says Dr. Brian Flay, assistant director of the University's Health Behavior Research Institute and the chief coordinator of the school program.

Deliberate Decision

The decision to involve the local network and the students' parents was deliberate, Dr. Flay notes, based on the institute's past research.

"Before, we limited the program to classroom instruction conducted by our own health educators. After administering these programs, we saw a 50-percent to 75-percent reduction in the number of students who became smokers over the following several years."

But the U.S.C. researchers expected the success rate to drop somewhat, he said, if teachers without special training conducted the classes—as would be likely in a large-scale effort.

"To regain this potential loss," explained Dr. Flay, "we coordinated the classroom program with the television station and the families so that the three parts are very well integrated."

The 600 participating teachers, 25 of whom received special instruction prior to the program, were given detailed curriculum manuals prepared by the U.S.C. team outlining classroom discussion and activities. And five peer leaders from each class, who were selected by their classmates, also received their own guidebooks, which explained how to play out certain parts during class discussions and role-playing.

Research evidence indicates that using peer leaders makes those particular students more committed to the program and makes the program more effective with their classmates, explained Dr. Flay.

The students were given their own take-home manuals with homework exercises. They were also assigned to watch Dr. Art Ulene's "Feeling Fine" segment on the 5 P.M. edition of *Eyewitness News*. Dr. Ulene is a public-health expert and a frequent guest on *NBC's Today* show.

Parents were asked to watch Dr. Ulene's program with their children, then join in answering the homework questions.

"Traditional smoking-prevention education focuses almost entirely on physiological and health consequences," Dr. Flay explained. "Frankly, that approach has not

Instead, he continued, the U.S.C./KABC-TV program differs in three ways. "We concentrate on the many social pressures that may contribute to smoking," he said. "We stress development of social skills to resist such pressures, meaning we give instruction in the art of saying 'no.' And, when we do focus on the consequences, we underline the immediate rather than the long-term effects, such as decreased athletic performance."

The most effective aspects of the program, said Dr. Flay, were making the students aware of social influences of smoking—media, family, and peer pressure—and giving them an opportunity to practice the social skills to resist such pressures.

Positive Reaction

Laurel Kenthak, principal of Suzanne Intermediate School in the Walnut Valley Unified School District, reported that reaction from students, parents, and teachers was "extremely enthusiastic." All but 100 students from Suzanne (who served as a control group) of the 900 6th, 7th, and 8th graders in the school participated in the program.

This week, the second part of the U.S.C./KABC-TV program devoted to cessation will begin, though no classroom instruction will be given.

Students, parents, and members of the community who are smokers have been invited to participate, and the television station has made program booklets available to the public. (As of early last week, the station had received over 20,000 requests for the booklets.)

Dr. Ulene will continue his nightly five-minute segments but will address cessation skills and discuss materials that will help people quit smoking.

Students Retested

The U.S.C. institute plans to follow the students over a two-year period. "The students will be retested in March or April, then one year later, and again the following year," said Dr. Flay, "so we will follow them over two years."

The tests will measure students' perception of their behavioral skills, how well they are able to say 'no,' and how many have become smokers or have become reformed smokers.

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For more information on the U.S.C./KABC-TV program, write: Dr. Brian Flay, Health Behavior Research Institute, University of Southern California, 1985 Zonal Avenue, Los Angeles, CA 9003.

EO. WEEK 3-3-82

MEDIA CONCEPTS

Following is a sampling of media story lines and concepts covering economic, heritage, side stream smoking and other aspects. It is by no means exhaustive, but intended to sketch the various media avenues that we could follow. Rogers & Cowan will be developing more media concepts, and refining those we already have, over the coming weeks. We would appreciate the comments of RJR on the direction so far.

It should be noted that several of these concepts could just as easily be developed for broadcast as well as print media, for editorial writers, business-page editors or the pop-personality magazines. The slant and style would change, but the essential message would be conveyed. While some of the following media concepts are indicated here as being targeted at specific media, their application can be broadened.

1. The American Lung Association (ALA) has stated that the current policy of reducing aircraft ventilation to conserve fuel has created ventilation problems for non-smokers. The ALA has recommended that smoking be banned when the ventilation rate drops below 40 to 60 cubic feet per person, although the Civil Aeronautics Board regulations allow airlines to reduce the ventilation to seven cubic feet. RJR could take a leadership position by siding with the ALA on recommended minimums as part of our campaign to ensure that smokers and non-smokers live and work with mutual respect and without discord. Rogers & Cowan would develop news story/op-ed material by interviewing RJR spokesmen and airline companies that have the least restrictive ventilation policies. We would consult psychologists to show that smoking on aircraft is a discomfort magnified by non-smokers who are feeling other psychological pressures, such as fear of confinement, perceived "dangers" of flying, etc.
2. RJR would commission a nationwide opinion poll "The RJR Report on the Responsibilities of Smokers and Non-Smokers," to be conducted by a respected authority such as Lewis Harris. This would be positioned as the latest, most comprehensive examination of a subject made murky by layer upon layer of claim and counter-claim, many of those claims being highly subjective and not supported by fact. It could include a special section on the Attitudes of Young People to Smoking. Rogers & Cowan's past experience has shown that surveys on whatever subject have great media appeal. Opportunities would abound to publicize the initial announcement of survey results to media across the board - through TV, radio, magazines, newspapers and wire services.

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3. But there would be numerous follow-up opportunities in subsequent months, too, running from feature stories that would "repackage" the most striking of the survey findings to wire service briefs. For example, when survey results are announced, headlines might focus upon: "80 per cent of Non-Smokers Want to Smoke the Peace Pipe" (assuming a major finding that most non-smokers state a preference for living and working without confrontation with their smoking colleagues). After the initial wave of publicity, feature stories might shift focus to, say, findings of the youth section of the survey, giving us another wave of headlines and TV news mentions. Numerous wire service briefs, for print and radio, can be drawn from any survey. Each mention would serve to reinforce RJR's commitment to social responsibility.
4. RJR would be portrayed as the leader of an industry that is both responsible socially and responsive to economic forces. Rogers & Cowan would interview such figures as economists, stock analysts, authorities at university business schools to compare the tobacco industry's flexibility and competitiveness in the face of a changing consumer taste, etc. The cigarette companies' could be compared with such industries as the automotive and steel industries which have not responded as rapidly or as flexibly to such economic forces as foreign competition. Reference would be made to the tobacco industry's parallel social responsiveness by citing the impressive figures on industry-funded health research. RJR would be portrayed as the industry leader.
5. RJR would commission an economist or university business school to use existing research material, and conduct original research where necessary, to develop a "shopping list" of what federal, state and local government could buy with cigarette tax revenues. This would be compared with actual expenditures. Rogers & Cowan would develop feature stories and op-ed articles explaining in everyman terms the immense contribution made by cigarette revenues to social expenditures such as roads, schools, hospitals, etc. The FOREST group in England, for example, is maintaining that cigarette tax revenues far exceed the costs of smoking-related illnesses. The research would not only be suitable for business-page treatment. The most striking facts and cost comparisons could be outlined in a brief punchy story--perhaps supported by easy-to-read graphs/charts--that could be used in TV news feature segments, TV magazine-format shows, or in such publications as U.S.A. Today.
6. Rogers & Cowan would interview economists specializing in the export trade and key RJR executives to discuss the remarkable positive influence on the U.S. balance of payments of the tobacco industry's \$2.2 billion a year in exports. We would focus on the fact that the American economy is part of an extremely tough world market rather than an ever-prosperous unit dependent only on itself. This last factor is still now well grasped by Americans because the share of national income generated by foreign trade was still only 5% as recently as

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1960. It is 10% now, and rising. Unlike so many U.S. manufacturing industries, tobacco has sustained its traditional success in foreign markets despite competition. We would discuss exactly what factors in the product and the way it is marketed have contributed to this success. Material Rogers & Cowan gathers would be used not only for business-page features, pitches to TV financial reporters, the various broadcast business shows such as the Wall Street Journal Report, and national business publications, it could also be used as the basis of position papers to be used in debate programs such as McNeil/Lehrer. On a story of this type we would also target columnists with a strong interest in free enterprise/freedom of choice, such as George Will.

7. Spokesmen for the American Council of Life Insurance such as chief actuary John Booth have challenged a study in the July-August edition of Public Health Reports indicating that women live longer than men: only because they smoke less. The National Organization of Women are using the findings of the study to press their claim that existing life insurance rates for women are discriminatory. Media attention so far has focused on the sex discrimination issue. We can sidestep sex discrimination and work with statisticians of the American Council of Life Insurance to seek other methodological flaws in the study. We could use the issue as a current example of how statistics in general can be interpreted in several ways, depending on the bias of those working with the figures. We would draw also upon the debate over the statistically-flawed Hirayama study, whose finding that sidestream smoke is dangerous now lacks credibility. From this we could develop a pitch to several debate programs and columnists, editorial page editors, etc., calling into question the statistical underpinning and methodological approach of many anti-smoking studies.
8. Rogers & Cowan would interview a selection of the one-fifth of U.S. companies that have instituted no-smoking zones or complete smoking bans in their plants or offices. The material gathered would be used to generate stories on the problems, pitfalls and overall logistics of smoking restrictions, including an examination of costs involved. We would portray RJR as even-handedly using its resources to cool the current debate about workplace smoking. RJR executives would be quoted to indicate that they are dealing with the issue constructively and acting as a catalyst for informed debate.
9. A corollary to the overall workplace smoking-restrictions story would be a feature article that closely examines the experience of one large company which has made a balanced effort to institute smoking restrictions by considering the feelings of smoker employees as well as non-smokers. We might for example, focus on Honeywell which has

accomplished such an arrangement for 17,000 workers in St. Paul-Minneapolis. This story would delve into the relative values of ventilation systems, buffer zones, air exchanges and partitions, etc. We would interview Honeywell executives, employees, those responsible for the technical arrangements, and a constructive non-smoker group.

10. We would develop an "economic chain" feature to explain the importance of the tobacco industry to the livelihood of millions by tracing tobacco production from the farm to the local supermarket. We would select a typical Southern family farm that is entirely dependent on the tobacco crop, move through auction, middleman stages, production, distribution and retailing. At each stage, we would quote down-to-earth people, with whom the average viewer/reader can easily identify. They would explain their role and ultimate dependence on tobacco.

11. We would develop a photo history of the smoking jacket, from Victorian leisure regalia through the elegance of the Art Deco era and focusing on public figures and celebrities who once wore or still do wear, smoking jackets. The just introduced line of sleepwear from Fernando Sanchez, for example, features pajamas and smoking jackets to be modelled by former heavyweight boxing champ Ken Norton. As well as photofeatures for newspapers/magazines, this subject would lend itself to a one- or two-minute video feature that could be produced and distributed by Rogers & Cowan. A similar photofeature and/or video clip could focus on the following:

*Origins and history of smokeshop art: posters, ornamental tobacco pouches, tobacco store Indians, etc.

*History of "NO SMOKING": a look at the Puritan/hysterical aspect of anti-smoking movements from England's James I through the early 20th Century prohibition movements that led to smoking bans in 13 states.

*World's largest cigarette collection in New York, etc.

12. In Communist countries such as Poland and the Soviet Union, and in Free World nations where cigarette advertising has been banned, such as Norway, cigarette consumption has nonetheless continued to increase. More cigarettes are sold in China than anywhere else on earth:

--seductive advertising certainly is not the only cause of increased smoking among youth (or any other age group), indeed any influence that such advertising has in initiating may have been greatly exaggerated.

--a significant number of smokers maintain their habit because of personal preferences that are unaffected by either seductive advertising or health warnings.

Rogers & Cowan would recruit a psychologist, advertising specialists and a university communications professor to discuss the phenomenon

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of true smokers' dedication to their tobacco pleasures, referring to the history of smoking and the resilience of the tradition. We would show how advertising affects primarily brand selection and that youngsters starting to smoke are influenced much more by family and peers than by advertising.

13. Cigar and pipe smoking is often forbidden on aircrafts or in restaurants, where cigarette smoking is permitted. This is clearly because cigarette smoke is lighter, less offensive to non-smokers, even aromatically pleasant to tolerant non-smokers. Rogers & Cowan would interview a psychologist, RJR research chemists and develop a story emphasizing RJR's sensitivity to the feelings of non-smokers in developing its products. It would also place tobacco in the same category as wine or perfume, a sophisticated pleasure subject to subtle refinements.
14. Rogers & Cowan would talk with Stanley Kyker, executive vp of the California Restaurant Association, who is on record as being "totally appalled" at the logistics of trying to ban smoking in the state's restaurants, as is being proposed increasingly by anti-smoking groups. We would contact his counterparts in other states as well as restaurateurs from well-known eateries coast to coast to develop op-ed material, video clips, feature articles and column mentions about the problems of "policing" restaurant smoking bans and the questions of freedom vs. infringement of rights.
15. Rogers & Cowan would contact the San Mateo Firmen's Union who are currently challenging their employers attempts to cut insurance costs by instituting a smoking ban. We would use their experiences to develop a story on the actual medical/social/insurance costs of various smoking restriction arrangements. We will monitor the media for similar cases of employee resistance to organized smoking restrictions that could be included in the story.

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STATISTICIANS

In addition to researching the literature for epidemiologists and statistical experts who could be enlisted to support us, we made direct contact with two eminent authorities: Dr. John Pratt, of the Harvard Business School, a former chairman of the Business and Economics Section of the American Statistical Organization; and Professor Charles Nelson, of the University of Washington in Seattle, who is also prominent with the organization. Both have agreed in principle to work with Rogers & Cowan on a fee basis in "developing advocacy position papers on social issues for our clients, depending upon the issue". They have also agreed to refer us to other respected statistical experts, some of them associate editors of the Journal of Business Economics and Statistics, who might be available for consultancy, advice or project work on public affairs projects for our clients.

We also made direct contact with The Econometric Society, based at Northwestern University, another prestigious organization of statisticians. They agreed in principle to refer us to potential public affairs consultants among their membership. Possibilities include:

- Irma Adelman, College of Agriculture, UC Berkeley
- Robert L. Basmann, Department of Economics, Texas A and M University
- G. S. Maddala, College of Business Administration, University of Florida
- John F. Muth, Graduate School of Business, Indiana University
- Thomas J. Sargent, Department of Economics, University of Minnesota
- Edwin Burmeister, Department of Economics, University of Virginia
- Morris H. DeGroot, Department of Statistics, Carnegie-Mellon University

We should emphasize again that in all of our contacts in this and other disciplines, we have talked in terms of seeking professional, third-party assistance in public affairs campaigns for Rogers & Cowan clients without identifying R.J. Reynolds or the smoking issue as our primary area of interest. Thus, it may well be that certain of those contacted will not be able to help us on the RJR Social Responsibility Program because of prior commitments or personal preferences. We are confident high-caliber authorities will be available when the time is right to identify the nature of our program.

Here are some possible alternatives drawn from our research of the literature:

1. Jean D. Gibbons
Applied Statistics Program
University of Alabama
--"Congress should not in good conscience find that 'women who take birth control pills and smoke are more likely to suffer a heart attack or stroke than women who don't smoke' because the scientific evidence is inadequate."
2. Richard J. Hickey
Department of Statistics
The Wharton School, University of Pennsylvania
--"...there are serious scientific questions about the scientific basis for the claims that cigarette smoking causes the various conditions associated statistically with smoking, such as lung cancer, heart disease and low birth weight."

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3. Lawrence L. Kupper
Professor of Bio-Statistics, University of North Carolina
-"One can reasonably maintain the view that smokers are constitutionally different from non-smokers, and that such constitutional factors cause such individuals both to smoke and to develop lung cancer. Under this plausible hypothesis, then, smoking is an outcome variable just like lung cancer, being a manifestation of the constitutional factors uniquely possessed by people who choose to smoke."
4. Lawrence Garfinkel
Vice President for Epidemiology and Statistics of the American Cancer Society
"Breathe Easily, Smoker's Wives Told", Seattle (Washington) Times, June, 1981.
5. Professor Leo Katz
Cigarette Labeling and Advertising, Statement presented at Hearings before the Committee on Interstate and Foreign Commerce; House of Representatives, April 14 - May 1, 1969. Serial #92-11, pp: 858-873.
6. A. R. Feinstein and P. R. J. Burch
"Smoking and Lung Cancer: The Problem of Inferring Cause", Journal of the Royal Statistical Society, Series A, 141 Part 4, pp: 437-477, 1978.

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TAX/ECONOMIC EXPERTS

We made contact with the National Tax Association-Tax Institute of America which has agreed to assist us in identifying prestigious members who might be available to us as consultants. The organization has 19 members in North Carolina, including James W. McGrath, Director, Domestic Tax Law, for R.J. Reynolds. Other members are scattered throughout the country, working in universities and private practice.

Rogers & Cowan has also been in touch with Ed Delaney of the Washington-based National Tax Equality Association who has expressed his willingness to work with other groups to augment the efforts of the Tobacco Institute. The New York based Tax Foundation will also be available to us as a resource.

Another useful ally and potential source of quotable spokesmen will be the fiscally conservative, 120,000-member National Taxpayers Union. The Union helped to spearhead California's Proposition 13 tax revolt and campaigns strongly for a balanced federal budget and a flat-rate tax system. We envision drawing upon the Union in preparing press backgrounders or feature material on the economic value of the tobacco industry to the U. S. economy and its vital contribution to the balance of payments. Other potential experts, identified in our review of the literature:

1. Raymond Ralph Gamby
Dean-College Business Administration, Detroit Institute of Technology
-Research: International tobacco marketing
2. Howard P. Tuckman & Margaret Taylor
"A Layman's Guide to Tennessee State Government Taxes", Mid-South Business Journal, v3n2, pp: 16-19, April, 1983.
3. William V. Williams
"The Stability, Growth & Stabilizing Influence of State Taxes", National Tax Journal, v26n2, pp: 267-274, June, 1973.
4. Bobbie H. McCracken
"Tennessee: Awaiting Recovery in the Industrial Heartland", Economic Review, v68n2, pp: 30-40, February, 1983.
5. Kenneth E. Werner
"Regional Difference in State Legislation on Cigarette Smoking", Texas Business Review, v56n1, pp:27-29, January/February, 1982.
6. Paul B. Manchester
"Interstate Cigarette Smuggling", Public Finance Quarterly, v4n2, pp: 225-238, April, 1976.
7. C. C. McCarley
"The Cycle of Production & Economic Significance of Burley Tobacco in Scott County, Virginia", Program abstracts: Association of American Geographers Meeting, 1980.
8. W. J. Foster
"Plant Food Requirements for Tobacco Production & Effect of Nutrients used on United States Economy", Program abstracts: American Chemical Society National Meeting, April, 1975.

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9. K. R. Keller
"Economic Role of Tobacco Production", Program abstracts: American Chemical Society National Meeting, April, 1975.
10. Trevor Young
"The Demand for Cigarettes: Alternative Specifications of Fuji Model", Applied Economics (UK), v15n2, pp:203-211, April, 1983.
-"...Health concerns do not significantly affect levels of cigarette consumption. Taxation policy is somewhat less effective in the case of cigarettes than previously thought."
11. James Savarese & Associates, Inc.
Authored Economic Impact of Expanding Smoking Prohibitions in Montgomery County, February, 1982.

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POLITICAL SUPPORT

Rogers & Cowan has identified a number of politicians who would appear to be likely candidates to support us with the heritage and/or economic aspects of the program, or when we are presenting a philosophical freedom-of-choice argument. Top of the list would be such politicians as:

- South Carolina state senator, Thomas E. Smith, Jr., who authored: "Public Smoking Laws: Who Needs Them? Who Wants Them?" in a 1982 issue of Legislative Policy
- Senator Wendell Ford of Kentucky who has gone on record as colorfully describing cigarettes and bourbon as part of the "character of Kentucky."

In making our approaches to political figures, we should be careful to fully examine their entire stance on public issues to ensure that their other affiliations or positions are not potentially embarrassing. For example, Sen. Jesse Helms has been a vociferous and prominent spokesman for the tobacco industry, but his bitter arguments during the debate on a holiday for Martin Luther King alienated substantial segments of the Congress and the general public.

We have made preliminary contact with several of the influential Washington-based political groups that are known to strongly support a competitive marketplace and to oppose government intrusion in business or the life of the individual. They share an emphasis on freedom of choice. They are:

- The Libertarian Party, founded in 1971 and now the third largest party in the United States, concentrating mainly on economic issues
- The Cato Institute, a free-enterprise 'think tank'
- The Council for a Competitive Economy

Although all three organizations are sometimes characterized by mainstream organizations as "right-wing," they will be useful in guiding us to potential political/academic/professional supporters.

As an additional source, we studied the Congressional voting on the Tax Equity and Fiscal Responsibility Act (HR 4691) and scrutinized the debate concerning the increase of the federal excise tax on cigarettes.

The following congressmen voted against HR 4691 and also spoke up strongly against the tax increase.

1. Willis D. Gradison, Jr. (Republican)
Ohio, First District
-felt it unfair to single out the cigarette industry
2. James G. Martin (Republican)
North Carolina, Ninth District
-again, felt that it unfair to penalize the tobacco industry
3. Thomas J. Bliley, Jr. (Republican)
Virginia, Third District
-felt the tax increase was excessive
4. L. H. Fountain
North Carolina, Second District
-felt the increase was "killing the goose that lays the golden eggs"

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5. Jack Fields (Republican)
Texas, Eighth District
-unfair to penalize low income families
6. Paul S. Tribble (Republican)
Virginia, First District
-felt that the bill would undermine employment in his state

The following congressmen voted against the bill, but their statements about the tax increase were not as strong. They all felt that the bill would discriminate against the poor and middle classes.

1. Matthew J. Rinaldo (Republican)
New Jersey, Twelfth District
2. James J. Florio (Democrat)
New Jersey, First District
3. E. Coleman Thomas (Republican)
Missouri, Sixth District
4. Geraldine A. Ferraro (Democrat)
New York, Ninth District

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**EXPERT SUPPORT
PSYCHOLOGY OF SMOKING**

1. Dr. Carl Seltzer
Doctor in the School of Public Health - UCLA
-Different people are more susceptible to coronary disease than others.
Smokers may just be different types of people.
2. Alvan R. Feinstein, M.D.
Yale School of Medicine
-People are predisposed to such target events as disease and death.
3. C.D. Jenkins, Ph. D.
Boston University
-Social and Psychological factors are involved in an important way with
etiology of coronary heart disease.
4. Richard W. Coan, Ph. D.
University of Arizona
-Consequences of varied stresses associated with smoking not only
consequences of smoking itself.

The following were selected from the literature, with an emphasis on smoking and youth:

1. Mark Lassleben & Lynn Lotecka
"The High School 'Smoker': A Field Study of Cigarette-Related Cognitions
and Social Perceptions", Adolescence, v16n63, pp: 513-526, Fall, 1981.
2. Samuel W. Monismith
"Opinions of Seventh to Twelfth Graders regarding the Effectiveness of Pro-
and Anti-Smoking Messages", Journal of Drug Education, v11n3, pp: 213-225,
1981.
3. Linda L. Pederson
"Multivariate Prediction of Cigarette Smoking among Children in Grades Six,
Seven and Eight", Journal of Drug Education, v11n3, pp: 191-203, 1981.
4. Leonard V. Gordon & Donald K. Haynes
"Smoking Related Attitudes and Behaviors of Parents of Fourth Grade Students",
Journal of School Health, v51n6, pp: 408-412, 1981.
5. A. J. Sunseri, J. M. Alberti, N.D. Kent, J. A. Schoenberger, J.K. Sunseri,
S. Amuwo, P. Vickers
"Reading, Demographic, Social and Psychological Factors Related to Pre-
adolescent Smoking and Non-Smoking Behaviors and Attitudes", Journal of
School Health, v53n4, pp: 257-263, April, 1983.
-"The results showed that family involvement was necessary to affect
smoking attitudes and behaviors of all the variables studied, reading
had a most pervasive relationship. Peer attitudes, future smoking
intentions and the 'purchase' of cigarettes."

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6. Andrew Algren, Mark Hochhauser, Joan Garvin, Ardyth A. Norem
"Antecedents of Smoking among pre-adolescents", Journal of Drug Education, v12n4, pp: 325-340, 1982.
7. John P. Fleming, Sheppard G. Kellam, C. Hendricks Brown
"Early Predictors of age at First use of Alcohol, Marijuana and Cigarettes", Drug and Alcohol Dependence, v9n4, pp: 349-356, August, 1982.
8. Martin V. Covington
"Strategies for Smoking Prevention & Resistance among Young Adolescents", Journal of Early Adolescence, vln4, pp: 349-356, Winter, 1981.
9. John Barton, Laurie Chassin, Clark C. Presson, Steven J. Sherman
"Social Image Factors as Motivators of Smoking Initiation in Early and Middle Adolescence", Child Development, v53n6, ppL 1499-1511, December, 1982.
10. Michael S. Goodstadt, Suzanne L. Lawson, Robert E. Langford
"Role-models Regarding Smoking and Fitness: A Survey of Youth Agencies in Ontario", Adolescence, v17n68, pp: 931-938, Winter, 1982.
11. Alan Cornell
Product Development for Consolidated Cigarette Corporation
-Research: Subjective effects on constituents in tobacco and resultant smoke; tobacco and smoke chemistry.
12. Neil Everett Grunberg
Assitant Professor of Medical Psychology - University of the Health Sciences
-Research: Cigarette smoking, body weight, food consumption, and taste preferences.
13. Timothy Patrick Carmody
Professor of Medical Psychology and Health Sciences, University of Oregon
-Research: Behavioral medicine; behavioral cardiology; multiple risk factor reduction; smoking reduction-stress management.
14. Nancy Jean Haley
Association LIPID METAB - American Health Foundation
-Research: Metabolism of the arterial wall and its ability to react to risk factors, i.e. cigarette smoke.
15. Nancy T. Blaney
"Cigarette Smoking in Children and Young Adolescents: Causes and Prevention", Advances in Behavioral Pediatrics, v2, pp: 191-217, 1981.
-Types of smoking prevention programs.
16. David Mechanic
"Education, Parental Interest, and Health Perceptions and Behavior", Graduate School of Social Work, Rutgers University, Inquiry, v17n4, pp: 331-338, 1980.
17. Michael Murray and Angela Cracknell
"Adolescents' Views on Smoking", Journal of Psychosomatic Research, v24n5, pp: 243-251, 1980.

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18. Stephen Roberts
"Belief assessment as a Component of Curriculum Planning: Cigarette Smoking as an Example", Department of Health and Safety Education, Kent State University, Journal of School Health, v50n10, pp: 555-558, 1980.
19. Edwin B. Fisher, Jr.
"Progress in Reducing Adolescent Smoking", American Journal of Public Health, v70n7, pp: 678-679, 1980.
20. Saundra Hunter, Larry S. Webber, Gerald S. Berenson
"Cigarette Smoking and Tobacco Usage Behavior in Children and Adolescents: Bogalusa Heart Study", Preventive Medicine, v9n6, pp: 701-712, 1980.
21. Kathryn Urberg and Rochelle L. Robbins
"Adolescents' Perceptions of the Costs and Benefits Associated with Cigarette Smoking: Sex differences and Peer Influence", Journal of Youth and Adolescence, v10n5, pp: 353-361, 1981.
22. R. Rummel
"The Physiological Effects of Inhaling Exhaled Cigarette Smoke in Relation to Attitude of Non-Smoker", Journal of School Health, v45n9, pp: 524-532, 1975.

The following were featured in the National Institute on Drug Abuse monograph 17: "Research on Smoking Behavior" (1977). All of them believe that smoking may be hazardous to health, some feel more strongly. Each of them, however, indicated positions that might be useful to us. For example, Dorothy Green maintains that the appeal of smoking is strongly psychological and has made some interesting studies of the psychology of smoking. Thomas Vogt stresses that it is unwise to assume that the health risks of smokers result strictly from their smoking.

1. Ernst Wynder, M.D.
The Naylor Dana Institute for Disease Prevention and the Health Maintenance Institute, The American Health Foundation, New York
2. Michael A. H. Russell, M.B., MRCP, MRCPsych.
Institute of Psychiatry, Addiction Research Unit, The Maudsley Hospital
London S.E. 5 8AF
3. Murray E. Jarvik, M.D., Ph. D.
Professor of Psychiatry and Pharmacology, University of California, Los Angeles
Chief, Psychopharmacology Unit, Veterans Administration Hospital-Brentwood
4. Dorothy E. Green, Ph. D.
Consulting Research Psychologist, Arlington, Virginia
5. Leo G. Reeder, Ph. D.
Professor of Public Health and Sociology, University of California, Los Angeles
6. Thomas M. Vogt, M.D., MPH
Assistant Professor of Epidemiology, School of Public Health, University of California, Los Angeles

7. J. L. Van Lancker, M.D.
Department of Pathology
UCLA Center for Health Sciences
8. Kenneth L. Shine, M.D.
Chief Division of Cardiology, Associate Professor of Medicine
UCLA School of Medicine

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EXPERT SUPPORT:
SIDE STREAM SMOKING

The following expert sources have either written in the popular press about the issue of sidestream smoke, or indicated in studies or at seminars that they have at least an open mind on the subject. They come from various scientific and academic disciplines:

1. Lewis C. Solmon
Professor of Economics - UCLA
"The Other Side of the Smoking Worker Controversy", Personnel Administrator, March, 1983. Also, recent articles in Forbes, LA Times, etc.
2. Sherwin J. Feinhandler, Ph. D.
President of Social Systems Analyst in Watertown Mass:
-"There is always a danger in allowing pressure groups to influence legislation restricting individual freedoms simply to alleviate annoyances to another segment of society. It is incumbent upon government to move with caution and deliberation."
3. Kenneth M. Moser, M.D.
Professor of Medicine and Director of Pulmonary Division of University Hospital, University of California - San Diego
-"In my opinion there is not now a sufficient body of hard facts to support the view that public smoking poses a health hazard to the lungs of the non-smoker."
4. Norman W. Heimstra, Ph. D.
Dean of Students at the University of North Carolina (couldn't verify this)
-"Not allowing smokers to smoke during sustained operation of these tasks will result in poorer performance. Impact of smoking deprivation in workplace may be considerable."
5. Reuben Cohen
Vice President, Response Analysis Corporation
-"The total sample made over four thousand mentions of various annoyances. Only two percent were related to smoking."
6. Theodor D. Sterling, Ph. D.
Professor of Faculty of Interdisciplinary Studies at Simon Fraser University
-"Smoking is a minor and often insignificant contributor to pollution in buildings."
7. Edwin R. Fisher, M.D.
Director of Laboratories at Shadyside Hospital, Pittsburgh, Pennsylvania
-"What we need is good scientific data before I am willing to accept and submit to the proposition that smoking is a hazard to the non-smoker."
8. Michael Lebowitz
University of Arizona Epidemiologist
-he criticized the study of White-Froeb that claims second-hand smoke is harmful.

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9. K. D. Brunnemann, J. D. Adams, D. P. S. Ho, D. Hoffman
American Health Foundation, N.Y.
"The Influence of Tobacco Smoke on Indoor Atmospheres: Volatile and Tobacco Specific Nitrosamines in Main- and Side-Stream Smoke and their Contribution to Indoor Pollution"
-"Evidence is presently lacking that side-stream smoke, or even nitrosamines, can induce tumors in humans."
10. Donald V. Staudter
"Smoking May be Hazardous to Your Job", Industrial Mangement, v25n1, pp: 20-21, January/February, 1983.
-"Employers can thus calculate the cost of a cigarette-smoking office worker."
11. C. Hugod, L. H. Hawkind, P. Astrup
"Exposure of Passive Smokers to Tobacco Smoke Constituents", Archives of Occupational Environmental Health, v42n1, pp: 21-30, 1978.
-"Air pollution with acrolein caused by staying in the closed, unventilated room with no intended air pollution. In spite of considerable subjective discomfort, exposing non-smokers to tobacco smoke under realistic conditions will not cause inhalation of such amounts of the tobacco smoke components traditionally considered harmful."
12. R. J. Shepard
"Involuntary Smoking", Canadian Journal of Public Health, v72n6, pp: 394-6, 1981.
13. J. D. Spengler and K. Sexton
"Indoor Air Pollution: A Public Health Perspective", Science, July 1, 1983.
-"...An overall strategy should be developed to investigate indoor exposures, health effects, control options and public policy alternatives."
14. Dr. Michael Colligan
Psychologist with a Government Agency
"The Psychological Effects of Indoor Air Pollution", Bulletin of the New York Academy of Medicine, v57n10, pp: 1014, 1981.
15. Dr. Peter Bergen
Sociologist
"What Motivates Anti-Smokers?", The (Washington, D. C.) Tobacco Observer, v5n2, pp: 11, 1980.
16. Robert J. Serling
Former Aviation Editor with United Press International
"Smoking on Airplanes", The Washington Post, July 7, 1977
17. Dr. Don Lauria
Author of the book Stay Well
18. Dr. Daniel Horn
R.D. a, Box 182
Frenchtown, New Jersey 08825
-Dr. Horn smoked for many years and primarily began studying smoking to decide whether or not he should quit. He stopped smoking cigarettes, but still smokes a pipe. He has some definite developed prejudices about statements on smoking. He aims to educate people to alter their

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smoking behavior. He speaks mostly about the common patterns that predict establishment of the smoking habit and finding ways of interfering with that process.

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FREELANCE WRITERS

Rogers & Cowan has a relationship with the American Society of Journalists and Authors who have more than 500 high-quality freelancers as members. We have identified 10 of them as appropriate for our use in that they have good media contacts themselves and have experience in developing "advocacy" articles on social issues of public affairs. They are listed overleaf. We will be able to call on many others as we develop specific writing assignments.

We are especially interested in recruiting accomplished TV opinion commentators such as Bill Stout of the Los Angeles CBS-TV affiliate KNXT-TV. He is a strong defender of smokers' rights and would make an excellent on-screen spokesman and editorialist for us to develop op-ed style videos for TV distribution. Here is recent sample of a Bill Stout editorial comment on the anti-smoking lobby:

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FOR CERRELL AND ASSOCIATES

PROGRAM NEWS

STATION KNXT-TV (2)

DATE OCTOBER 20, 1983

6:00 PM

CITY LOS ANGELES

BROADCAST EXCERPT

BILL STOUT: There's an old trick for certain political leaders, usually in third rate tin pot tyrannies, to look around for distractions when things get too hot at home. When the people begin grumbling in anger about prices or shortages or jobs, that's when the politicians look to foreign events or an enemy, even a small war. Anything to shift public attention away from local problems that are just too tough to solve. Now the non smoking crusaders on the LA City Council may not consciously have thought that way, but they did with big problems ranging from the police to potholes and money pains. They did come up with this new plan to give LA the toughest no smoking law in the country. San Francisco voted on last Spring to require separate areas for smokers and non smokers in all offices. But lots of folks objected and got up petitions for a repeal vote on the ordinance. They got more than twice as many signers as they needed and San Francisco votes on smoking next month.

But without waiting to see how that goes, the LA City Council members ordered a far broader crackdown, to prevent smoking in all enclosed public places. Not just offices, but bars, restaurants, hotel lobbies, even such huge gathering places as the chamber of the LA City Council. Smoking's been limited there for years to one side of the room. But to the anti tobacco crusaders that is not enough. They want a complete ban everywhere. So smokers, except when they leave town, would be limited to puffing only in hotel rooms or their own homes or out of doors. That's the plan two members of the Council Public Health Committee instructed the city attorney to write up as a law. The result has been a lot of tv coverage of the story using scenes like these. Workplaces full of smokers, closeup shots of smokers, many closeup shots of people puffing away in great clouds of smoke. And cigarette butts and dirty ashtrays. Lots and lots of those. And if it all seems terribly familiar that's because we've seen it all before. We saw it in 78 in fact and again in 80, when anti smoking measures were on the ballot and rejected both times by the voters statewide. Rejected by the voters in LA County. Rather convincingly turned down at that.

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But the no smoke crusaders shook off those defeats and there too on the LA City council came up with this latest approach. One more way of trying to impose their ideas on all the rest of the people. Even if the city lawyers write those notions into a law that might stand up in court, it's still an idea that has gone to the voters before and been rejected. Though tossing out the idea one more time is still a lot easier than police, potholes, money pains and all those other problems.

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Identified members of the American Society of Journalists and Authors:

1. Bruce Henderson
4822 Elmwood Ave.
Los Angeles, CA 90004

213-465-4250
2. Marv Wolf
1819 Alsuna Lane
Huntington Beach, CA 92648

714-536-0435
3. Richard Cummings
Box 349
Bridgehampton, NY 11932

516-537-0683
4. Norma Peterson
114 21st Ave.
San Francisco, CA 94121

415-751-3839
5. Shirley Sirota Rosenberg
116 Fourth Str., S.E.
Washington, D.C. 20003

202-546-3589
6. Martin Abramson
827 Peninsula Blvd.
Woodmere, N.Y. 11598

516-295-2569
7. Andrea Fooner
784 Columbus Ave.
New York, N.Y. 10025

212-865-8837
8. Bonnie Remsburg
1521 Kirk Street
Evanston, IL 60202

312-864-5096
9. Lawrence Lader
51 Fifth Ave.
New York, N.Y. 10003

212-255-0682
10. Norman Hill
210 East 68th Street
New York, N.Y. 10021

212-988-1900

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HISPANIC MEDIA LIST

We made extensive contact to develop a Hispanic media list identifying national broadcast and print media and local outlets serving New York, Chicago, Los Angeles, Miami and San Antonio.

The most effective national networks to reach the Hispanic market are:

- Spanish International Network with 241 satellite TV stations and other affiliates throughout the United States, including representation in our target cities.
- De Armas Publications, with editorial offices in Miami, publishing the Spanish-language versions of several popular English-language magazines such as Cosmopolitan. Here is a sampling of other magazines published by De Armas:
 - Vanidades Continental - leading women's magazine in Latin America,
 - Mecanica Popular - Popular mechanics in Spanish,
 - Almanaque Mundial - The most complete almanac in Spanish,
 - Hombre de Mundo - The modern Latin American man on the go,
 - Fascinacion - For the successful working woman,
 - Geomundo - A guide to the world, wildlife and its people,
 - Ideas Para Su Hogar - Practical guide to help women decorate, garden, sew and learn home crafts,
 - Harper's Bazaar in Espanol - Harper's in Spanish,
 - Intimidades - Magazine for young couples,
 - Coqueta - Magazine for young women,
 - The Ring en Espanol - Spanish language version of boxing publication The Ring.

Following is a city-by-city list of Hispanic publications:

LOS ANGELESPUBLICATIONS

1. La Opinion
1436 South Main Str.
LA 90015

Editor: Armando Guerra
748--2141
2. 20 De Mayo
1824 Sunset Blvd. Suite 202
LA 90026

Editor: Abel Perez
483-4890, 8511
3. Mexican American Sun
319 North Soto Str.
LA 90033

Editors: Dolores Sanchez &
Joseph Kovner
225-2362
4. Mr. TeVe.
6725 Sunset Blvd.
LA 90028

Editor: Nick Therry &
Enrique Romero
469-2719, 8204
5. Grafica
Orbe Publications, Inc.
5300 Santa Monica Blvd. 4th Fl.
LA 90029

Editor: Armando del Moral
462-2481
6. Belvedere Citizen
3590 East Fifth Street
LA 90063

Editor: Alberto Diaz
264-1431
7. Caminos
Box 6085
San Bernadino 92412

Editor: Kathy Diaz
222-1349
8. Hispanic Times Magazine
Hispanic Times Enterprises
P. O. BOX 1305
Woodland Hills 91364

Editor: Gloria Davis
889-3281
9. Somos
Padrinos of S. California, Inc.
Box 5697
San Bernadino 92408

Martin Valdez
10. El Chicano Newspaper
Ontario & Corona
811 N. La Candena
Colton 92324

Publisher: Gloria Nacias
825-0964
11. El Quetzal
P.O. Box 173
Anaheim 90805

Larry Labrado & Enrique H. Zoniga
970-0140/633-7296
12. La Prensa
1505 Gardena Avenue
Glendale 91204

Alberto Delatera & Carlos G.
Groppa
246-6968/246-7110
13. La Nacion
1419 West 8th Street
LA 90017

Editor: Alberto Schuster
484-0691
14. El Bolchevique
P.O. Box 27421
LA 90027

Editor: Nicholas Kramer
460-2946

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15. El Centinela Bautista
Iglesias Bautistas Hispanas
del Suroeste
816 S. Figueroa Street
LA 90017

Editor: Luis Zurita
628-8313
16. Eastern Group Publications
509 1/2 Enchandia Street
LA 90033

Exec. Editor: John Sanchez
225- 2362
17. El Foro Del Pueblo
P.O.Box 7165
LA 90022

Carlos Vazquez
267-0391
18. La Guia De TV En Espanol
P.O. Box 7258
Van Nuys 91409

Arthur Lerner
781-2605
19. Montebello Messenger
108 West Beverly Blvd.
Montebello 90640

Editor: marc A. Marty
721-1735
20. Daily Signal
Compton Herald America
Hearst Community Newspapers
8808 National Avenue
South Gate 90280

Editors: Ivan Browne (Herald)
Doug Cameron (Signal)
21. El Mensajero
P.O. Box 109
Montclair 91763

Editor: Pedro Carmeno
982-0233
22. Mid Valley News
10933 Valley Blvd.
El Monte 91731

Editor: Ralph Saenz
443-1753
23. Las Nuevas
P.O. Box 541 M.O.
LA 90053

Editor: Miguel Alvarez
485-5793, 4555
24. Monterey Park Progress
202 S. Garfield
Monterey Park 91754

Editor: Malcolm Schwartz
727-1117
25. Peru Presente
558 North Serrano Avenue
LA 90004

Editor: Camara de Comercio
Peruano-California
661-7794
26. El Popo (Popocatepetl)
MECHA-Chicano Studies Dept.
California State Univ. at
Northridge
18111 Nordhoff Street
Northridge 91330

Editor: Magdalena Beltran
885-2607, 2734
27. El Nuevo Sol
El Centro Chicano, USC
University Park
LA 90007

Editor: Memo Munoz
743-5374
28. Reportero de Los Angeles
P.O. Box 20685
LA 90006

Editor: Isaac Ayestes
386-8281

29. San Gabriel Valley Tribune
1210 North Azusa Canyon Rd.
West Covina 91790

Editor: Corporate
962-8811
30. The Seville Bulletin
P.O. Box 8
Huntington Park 90255

Editor: Chris-Marlene Leiva
589-6033
31. East Los Angeles Tribune
Southern California Publishing Co.
4928 Whittier Blvd.
LA 90022

Editor: Don Wanlass
268-7177
32. Pico Rivera News
S. Ca. Publ. Co.
9300 East Whittier Blvd.
LA 90022

Editor: Fran Sylbelsson
699-0964
33. Sun Independent
1131 East Las Tunas Drive
San Gabriel 91776

Editor: John Hauser
285-2233
34. Telacu Today
1330 South Atlantic Blvd.
LA 90022

Editor: John A. Echeveste
268-6745
35. The Tidings
1530 West 9th Str.
LA 90015

Editor: Al Antczak
385-3101

51580 1249

LOS ANGELES -CON'TRADIO

- | | |
|--|--|
| <p>1. KTNQ 5724 Hollywood Blvd. Hollywood 90028</p> <p>Jamie Jarrin Director of Ed. Prog. 465-3171</p> <p>2. KLVE same as above</p> <p>3. KALI - AM 5723 Melrose Ave. Hollywood 900038</p> <p>Raul Ortal General Mgr. 466-6161</p> <p>4. KWKW 6777 Hollywood Blvd. Hollywood 90069</p> <p>Rosario Rojas Public affairs Prog. 466-8111</p> <p>5. KMAX 3844 South Foothill Blvd. Pasadena 91107</p> <p>Darby Cunningham General Mgr. 681-2486</p> <p>6. KROQ 1642 N. Cahuenga Hollywood 90028</p> <p>466-9281</p> <p>7. XEPRS 1642 Cahuenga Blvd. West Hollywood 90069</p> <p>466-8462 All Spanish</p> | <p>8. Radio America 1330 South Vermont Ave. LA 90006</p> <p>General Manager Jose Molina 520-1500/387-2230</p> <p>9. KPFK - FM 3729 Cahuenga Bld. West North Hollywood 91604</p> <p>Jim Berland General Mgr. 877-2711/984-2711</p> <p>10. KTYM 6803 West Blvd. Inglewood 90302</p> <p>Gerardo Borrego General Manager 678-3731</p> <p>11. KXLU - FM 7101 West 80th Str. LA 90045</p> <p>Emma Garrasco General Mgr. 642-2866</p> <p>12. XEGM Radio 95 5300 Santa Monica Blvd. Hollywood 90028</p> <p>Carlos Alvarado General Mgr. 463-3500</p> <p>13. XPRS Radio Express 1330 South Vermont Ave. LA 90006</p> <p>Teddy Fregoso General Mgr. 387-2211</p> |
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LOS ANGELES CON'TTELEVISION

1. KMEX- channel 34
SIN (Spanish TV National
Network)
5420 Melrose Ave.
Hollywood 90038

Pete Monaga
News Director
466-8131

2. Galavision (cable)
5358 Melrose Ave.
Hollywood 90038

463-4168

3. KBSC - channel 52
Oak Broadcasting systems
1139 Grand Central
Glendale 91204

John Mohr
General Mgr.
507-6511

4. KSCI - channel 18
1950 Cotner Ave.
LA 90025

Paul Niedermeyer
General Mgr.
479-8081

51580 1251

CHICAGOPUBLICATIONS

1. El Informador
1532 West 18th Street
Chicago 60608

Editor: Clara Navaro
and Salvador Campos
(312)243-2029
2. El Manana
2700 S. Harding Ave.
Chicago 50523

Editor: Humberto Perrales
and Gorki Tellez
(312)521-9137
3. El Heraldito
3610 W. 26th Str.
Chicago 60623

Contact: Alicia C. Santelices
(312)521-8300
4. La Roza
858 N. Wabash
Chicago 60611

Editor: Walter Briceno
(312)751-3400
5. North West Extra
Logan Square Extra
3918 W. North Ave.
Chicago 60647

Editor: Mary Montgomery
(312)252-3534
6. Wicker Park/West Town Extra
2018 West North Avenue
Chicago, 60647

Editor: Mary Montgomery
9312)235-4166

RADIO

1. WOJO
2425 Main Street
Evanston, 60202
"Tempo" - Letitia Wheeler
Program Director:
Jorge Infante
(312)869-8900
2. WOPA
408 South Oak Park
Oak Park

Len Petrulis
(312)848-5760
3. WSBC - AM
4949 West Belmont
Chicago

Program Director:
Roy J. Bellavia
(312)777-1700
4. WTAQ
9355 Joliet Rd.
La Grange 60525

News Director: Al Mann
(312)352-1300
5. WCRW -AM
2756 Pine Grove Ave.
Chicago, 60610

General Manager:
Edward Jacker
(312)327-6860
6. WEDC - AM
5475 North Milwaukee Ave.
Chicago 60630

Mrs. A.B. Puchinski
(312)631-0700
7. WONX - AM
Kavas Communications
2100 Lee Street
Evanston 60202

Public Affairs: Ken Kovas
(312)475-1590

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CHICAGO CON'TRADIO

8. WCYC - FM
Chicago Boys Club
Educational Corporation
2801 Ridgeway Ave.
Chicago 60623

"Commentary" &
"Community on the Move"
Spanish discussion
shows
Contact: Geraldo Torres
(312)762-2400

TELEVISIÓN

1. WCIU - channel 26
SIN
Board of Trade Building
141 West Jackson
Chicago 60604
(312)782-1129
2. WPWR - channel 60
3505 North Ashland Ave.
Chicago
(312)528-0330
3. Catholic TV Network of Chicago
1 North Wacker Drive - Suite 1100
Chicago 60606
Kathleen Callon
(312)332-3860

51580 1253

MIAMIPUBLICATIONS

1. Diario Las Americas
2900 NW 39th Street
Miami 33142

Editor: Horazio Aguirrei
(305)633-3341

2. El Miami Herald
1 Herald Plaza
Miami 33101

Editor: Jim Hampton
(305)350-2581

3. Bienvenidos A Miami
P.O. Box 64000G
Miami 33164

Editor: Mona Levine
(305)751-1181

4. Fotomovela Pimienta
6360 NE 4th Court
Miami 33138

Editor: Wilson Serranti
(305)751-1181

5. Miami Mensual
2000 Coral Way
Miami 33145

Editor: Frank Soler
(305)856-2008

6. Spanish Today
P.O. Box 650909
Miami 33165

(305)595-5480

RADIO

1. WCMQ AM & FM
1411 Coral Way
Miami 33145

"Miami AM"
Contact: Mr. Angel Martin
(305)854-1830

2. WOCN
1779 W. Flagler Str.
Miami 33335

(305)649-4050

3. WQBA
701 SW 27th Street
Miami 33135
"Open Mike"
"Mr. Gonzalez Radio Show"
Contact: Mr. Leret
(305)649-8989

4. WRHC
2260 SW 8th Street
Miami 33135

"Newstalk"
Contact: Tomas Regreldo
(305)541-3300

5. WSUA
825 41st Street
Miami 33135

(305)674-1260

51580 1254

MIAMI CON'TTELEVISION

1. WLTW (SIN)
695 NW 199th Street
North Miami 33169

"Miami Hour"
Contact: Anna Analino
(305)856-2323
2. WCIX - channel 6
1111 Brickell Ave.
Miami

(305)371-6666
3. Channel 39
2050 Lee St.
Miami

Director: Joe Rey
(305)949-3900

51580 1255

SAN ANTONIOPUBLICATIONS

1. Hispanic News
3939 Fredricksburg Rd.
San Antonio
(512)732-2534
2. La Voz
320 W. Houston Str.
San Antonio

Editor: Olga Ordoniz
(512)224-4117
3. Westside Sun
P.O. Box 2171
San Antonio

Editor: Aurelio Ramirez
(512)225-7411.

RADIO

1. KEDA
510 S. Flores
San Antonio 78204

"Community Needs"
Contact: Manuel Leal
(512)226-5254
2. KVAR
427 E. 9th Str.
San Antonio 78215

"Community and Commentaries"
Contact: Simon Molina
"Student Forum"
Contact: same as above
(512)533-0095
3. KCOR
1115 W. Martin
San Antonio 78207

"Pulse of San Antonio"
Contact: Frank Cortez
(512)470-5001
4. KFHM
501 Quincy Str.
San Antonio 78212

(512)470-5001

TELEVISION

1. KWEX
SIN (Spanish Nat'l TV network)
411 East Durango
San Antonio 78204

"In San Antonio"
Contact: Martha Tijernia
(512)227-4141
2. Sun TV - channel 23 (cable)
401 N. Main Street
San Antonio

"A Little Bit of Everything"
Contact: Mr. Marina
(512)225-2323

51580 1256

NEW YORKPUBLICATIONS

1. El Diario - La prensa
143-155 Varick Str.
NY 10013

Editor: Luis A. Villares
2. Noticias de New York
Spanich American News, Inc.
299 Madison Ave. Ste. 201
NY 10017

Director: Louis Patino
(212) 576-0370
3. Nuestro
Nuestro Publications, Inc.
461 Park Ave. South
NY 10016

Editor: Daniel M. Lopez
(212) 730-0190
4. Temas
1650 Broadway
NY 10019

Editor: Jose de la Vega
(212) 582-4750
5. Buenhogán
605 3rd Ave.
NY 10017

Frank Calderon
(212) 687-8760
6. Justicia
Internat'l Ladies' Garment
Workers Union
1710 Broadway
NY 10019

Editor: Tony Lespier
(212) 265-7000
7. Cosmopolitan En Espanol
De Armas Publications, Inc.
605 Third Ave.
NY 10016

Christina Saralegui
(305) 871-6400
8. Perspectivas Internacionales
en Planificación Familiar
360 Park Ave.
NY 10010

Dierdre Wulf
(212) 685-5858

51580 1257

NEW YORK CON'TRADIO

1. WADO - AM
666 Third Ave.
NY 10017

Program Director:
Mr. Feliciano
(201)343-1280

2. WEVD - FM
770 Broadway
NY 10003

Program Director:
Nessa Segal
(212)777-7900

3. WHBI-FM
80 Riverside Drive
NY 10024

(212)799-8000

4. WJIT - AM
655 Madison Ave.
NY 10021

Program Director:
Raphael Pineda
(212)935-5170

TELEVISION

1. WNJU - channel 47
425 Park Ave.
NY 10022

Production Mgr:
Julio Omana
(212)935-3480

2. WXTV
SIN (Spanish Nat'l TV Network)
Twinbridge Plaza
24 Meadowland Parkway
Seaucus, N.J. 07094

Program Director:
Delma Milan
(201)348-4141

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FURTHER SPANISH PUBLICATIONS:

1. Adelanto
Box 811
Orlando, FL 32802

Editor: Amado F. Hernandez
2. Noticias para los Californianos
Los Californianos, Inc.
Box 5155
San Francisco, CA 94101

Editor: Stephanie Ratzburg
3. Punto de Vista
Punto de Vista Foundation
101 Satterfield Hall
Kent State University
Kent, OH 44242
4. Agenda-A Journal of Hispanic Issues
National Council of La Raza
1725 1 Street, NW
Suite 210
Washington, DC 20006

Editor: Dr. Miguel Mendiville
5. La Guardia
La Guardia, LTD.
805 S. 5th Street
Milwaukee, WI 53204

Editor: Charles Quesada
414-647-2470
6. La Verdad
910 Francisco Street
Corpus Christi, TX 78405

Editor: Santos De la Paz
512-882-7853
7. Su Llave Magazine-Spanish Language Guide to California
Levin Publishing Company
651 Brannan St.
San Francisco, CA 94107

Editor: Bruce Anderson
415-362-6309

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NATIONAL LEVEL:PUBLICATIONS:

There does not seem to be a national newspaper that caters to the Hispanic culture as well as there does not seem to be a national magazine. There are only those published in the various cities.

RADIO:

There does not seem to be any national Spanish Radio network only those local in each specific city.

TELEVISION:

There is a national Spanish television network. They are referred to as SIN and have 241 satellite stations that are interconnected throughout the United States. They also have 6 stations that are not interconnected, including their station in Chicago.

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